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The synergy has to be right. The stories are compelling to people who live, work in and visit Southbank and, in turn, businesses can advertise their products and services to these readers.

SOUTHBANK *Local* NEWS

MEDIA KIT 2017



SOUTHBANKLOCALNEWS.COM.AU

p: (03) 8689 7980

f: (03) 9602 2929

e: advertising@

southbanklocalnews.com.au

Sister publications:

CBD NEWS

DOCKLANDS NEWS

Published by:

mediationcommunications

Distribution



We print and distribute 10,000 copies of Southbank Local News throughout postcode 3006 to residents, local workers and visitors.

Thanks to our special relationships with Owners' Corporations and building managers, we are welcomed into the mailrooms of nearly every residential towers in Southbank.

We also distribute widely throughout the Arts Precinct institutions as well as leaving piles within Southbank's many cafes, restaurants and bars.

We have multiple distribution baskets throughout the suburb, including: the major shopping centres, convenience stores and other retailers.

2017 PUBLICATION DATES

ISSUE	MONTH	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
60	February	27/1/2017	2/2/2017	Feb 8
61	March	24/2/2017	2/3/2017	Mar 8
62	April	24/3/2017	30/3/2017	Apr 5
63	May	28/4/2017	4/5/2017	May 10
64	June	26/5/2017	1/6/2017	Jun 7
65	July	29/6/2017	6/7/2017	Jul 12
66	August	28/7/2017	3/8/2017	Aug 9
67	September	25/8/2017	31/8/2017	Sept 6
68	October	29/9/2017	5/10/2017	Oct 11
69	November	27/10/2017	2/11/2017	Nov 8
70	Dec/Jan	1/12/2017	7/12/2017	Dec 13

CONTACT



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Display Rates

SIZE	DIMENSIONS	PRICE
Full Page	(h) 365 mm x (w) 255 mm	\$1980 +gst
Half Page	(h) 175 mm x (w) 255 mm	\$999 +gst
Third Page	(h) 115 mm x (w) 255 mm	\$699 +gst
Quarter Page (Horizontal)	(h) 85 mm x (w) 255 mm	\$550 +gst
Quarter Page (Vertical)	(h) 175 mm x (w) 126 mm	\$550 +gst
Eighth Page	(h) 86 mm x (w) 126 mm	\$290 +gst
Double Banner	(h) 60 mm x (w) 255 mm	\$440 +gst
Single Banner	(h) 30 mm x (w) 255 mm	\$220 +gst
Trade Services - Business Card	(h) 40 mm x (w) 61 mm	\$100 +gst
Trade Services - Line	3 line entry	\$100 +gst per year

* Loading fees apply to adverts on the first five pages, and the back page.

MULTIPLE BOOKING INCENTIVE

3 or more adverts (quarter page and larger)	- Free artwork - Free advert in the business directory
6 or more adverts (quarter page and larger)	- 1 free advert (same size as booked advert) - Free artwork - Free adverts in the business directory

INSERT

Per item (delivered by deadline date to our printer) \$POA



**LET US
DESIGN
YOUR
ADVERT**

Have your advert designed for you by one of our qualified graphic designers for \$150

OR

Provide a high resolution CMYK PDF with no bleed or crop marks by deadline.

Know Your Audience

SOUTHBANK, POSTCODE 3006



Population
11,302



- n Fit and Fab
- n Young and Platinum
- n Social Academics

FIT AND FAB - 8,806 IN POST CODE 3006 (78%)

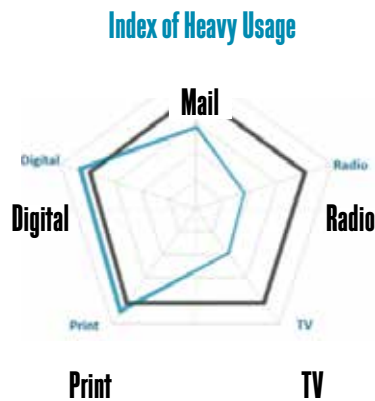
Fit and Fab: Young singles, renting flat/unit/apartment inner city, love social and sporting activities/entertainment

Population

8,806

Household Income

\$119K



YOUNG AND PLATINUM - 2,413 IN POST CODE 3006 (21%)

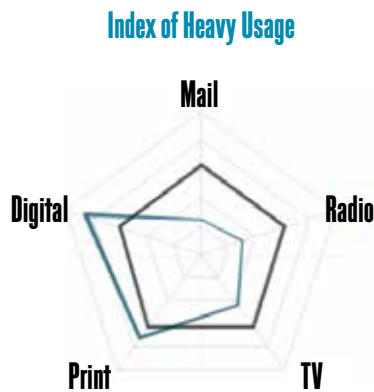
Young and Platinum: Well educated, high income, inner city professionals, typically renting apartments and flats.

Population:

2,413

Household Income:

\$142K



Data supplied by: